

BLM Satellite Network Broadcast Announcement
September 21, 2006

NTC-TV

How to Start a Sustainable Tourism Program

This broadcast sponsored by The Conservation Fund will be broadcast on the GETN digital satellite system from the US Fish and Wildlife Service National Conservation Training Center in Shepardstown, West Virginia. The BLM National Training Center in Phoenix, Arizona will simulcast this program in real time as an open C-band analog transmission.

Description: This two-hour live telecast will feature national tourism experts describing various methods and approaches for starting a sustainable tourism project at varying geographic scales. Through case studies they will highlight the actual steps involved in establishing these projects, from the initial conversations and ideas to the step-by-step actions to the point where the project begins to produce results. Participants will hear on-the-ground practical advice for starting a sustainable tourism project and will have the opportunity to call in and see advice from these national experts. This is the first in a series of National Sustainable Tourism broadcasts.

Program Panelists:

Jonathan Tourtellot – Director of the Center for Sustainable Destinations, National Geographic Society. The center leverages the media expertise of National Geographic to promote local stewardship of sustainable tourism. Mr. Tourtellot will showcase the geotourism approach to starting large-scale tourism projects.

Ted Eubanks – President, Fermata, Inc.

Ted Eubanks will showcase two regional sustainable tourism project initiatives, the Pennsylvania Wilds and East Texas, and compare and contrast their approaches.

Doug Arbogast – Tourism Consultant, West Virginia

Doug Arbogast will focus on micro scale sustainable tourism projects, specifically the issues and challenges of starting and maintaining tourism projects.

Kristin Lamoureux – Director of the International Institute of Tourism Studies, George Washington University. She will facilitate speakers and discussions during the broadcast. GWU has the second oldest tourism school in the world and is well known for its practical expertise in the sustainable tourism field.

Kris Hoellen – Director, Conservation Leadership Network

CLN serves as the training and partnership building arm of The Conservation Fund and is the host for this telecast.

C-Band Analog Satellite Downlink Information

Transmission	Satellite*	Orbital	Transponder	Polarity	Downlink
--------------	------------	---------	-------------	----------	----------

Type		Location			Frequency
C-Band	Galaxy 3 or 'G-3'	95 Degrees West	4	Vertical	3780 MHz

C-Band Satellite Help Hot Line - (602) 906-5629

For help with C-Band reception problems. (Day of the Broadcast Only)

Ineractivity: Viewers will have the opportunity to submit questions for the panelists via phone, fax, or e-mail. Details will be provided during the telecast.

Immediately following the telecast additional case studies about how to start a sustainable tourism program will be available at: **www.conservationfund.org**

For More Information Contact:

Margarita Carey at (304) 876-7924
mcarey@conservationfund.org

Broadcast Schedule – September 21st

NOTE: All times are Eastern Daylight Time (EDT). To verify broadcast times for your location consult the time zone reference chart below.

1:30 am - 2:00 pm - Test Signal

2:00 pm - 4:00 pm – Sustainable Tourism Telecast

Time Zone Reference

<u>City</u>	<u>Test Signal</u>	<u>Program Starts</u>	<u>Program Ends</u>
Alaska Daylight Time	9:30 am	10:00 am	12:00 Noon
Pacific Daylight Time (Arizona Time)	10:30 am	11:00 am	1:00 pm
Mountain Daylight Time	11:30 am	12:00 Noon	2:00 pm
Central Daylight Time	12:30 pm	1:00 pm	3:00 pm
Eastern Daylight Time.	1:30 pm	2:00 pm	4:00 pm